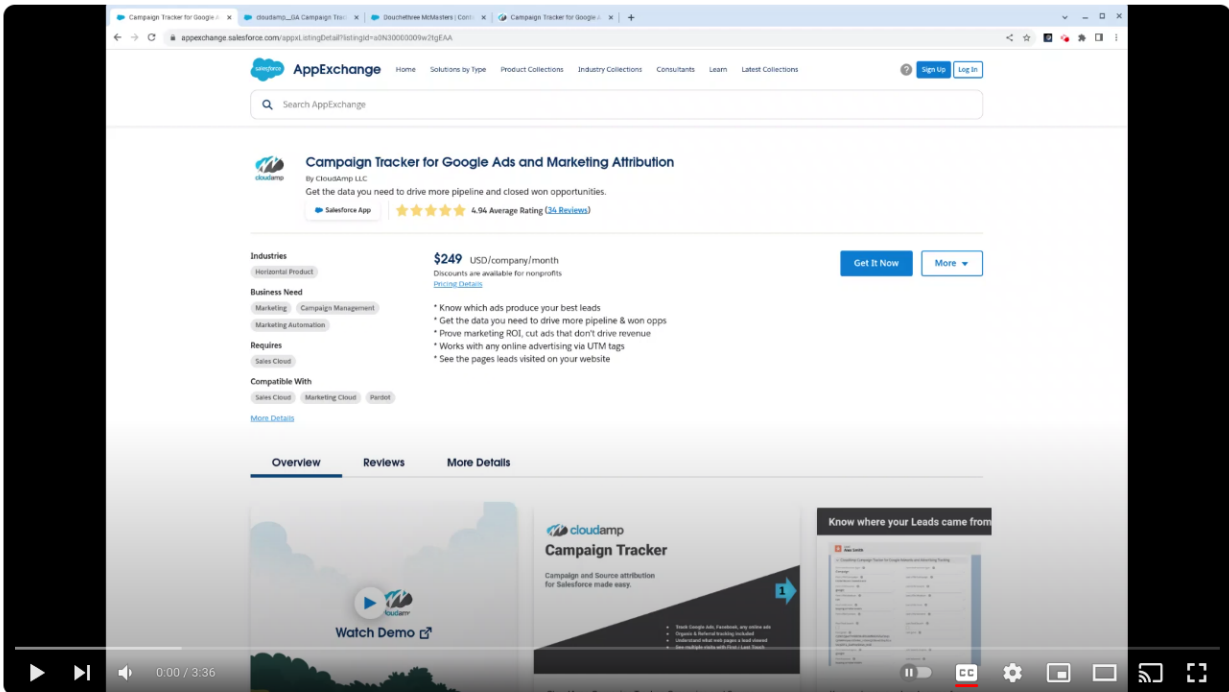




CloudAmp Campaign Tracker Demo



CloudAmp Campaign Tracker for Google Ads and Salesforce Marketing Attribution



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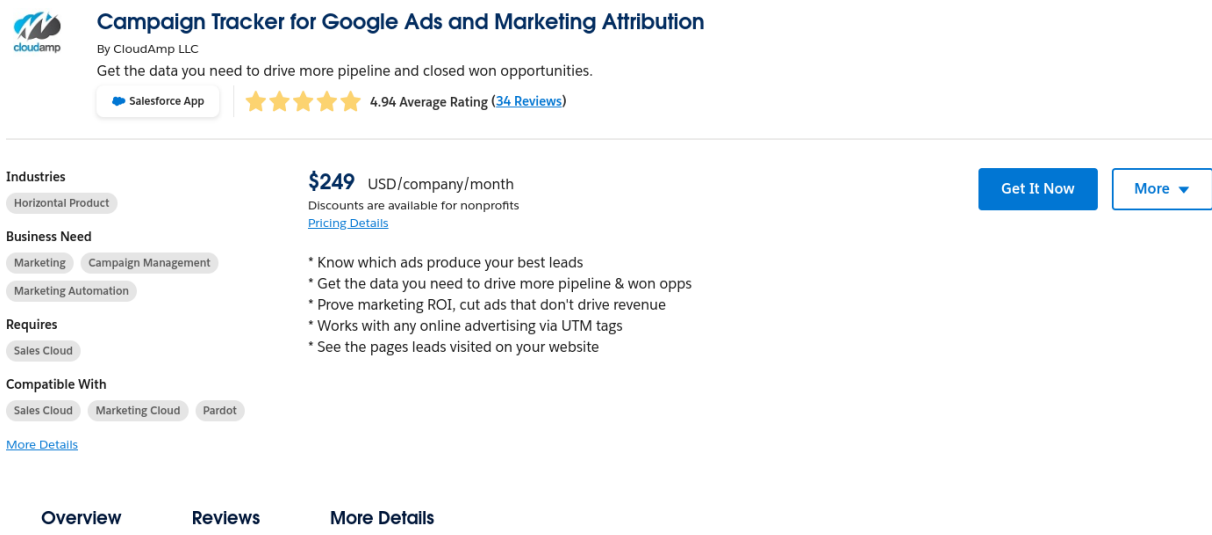
The CloudAmp Campaign Tracker makes your life easier as a marketing or sales professional, by giving you the data you need to improve your advertising, right in Salesforce.

It works inside your Leads and Contacts in Salesforce Sales Cloud, but it can also work with Marketing Cloud, or external marketing automation systems that are connected to Salesforce.

You'll get the data you need to drive more pipeline and closed won opportunities.



Plus you can prove your marketing ROI, and eliminate ads that don't convert to revenue.



So what is the Campaign Tracker?

It is both an app on the Salesforce AppExchange that runs 100% inside of your Salesforce account as a plugin, plus a script that runs on your web site. The script tracks where visitors came from, and adds that data to your form submissions that create Leads in Salesforce.



We have a 30 day trial, and provide both email and phone support to make sure you get up and running.

A screenshot of the Cloudamp Campaign Tracker interface. The interface is divided into three main sections. On the left, a lead profile for "Bob Earl Smith" is shown with fields for Title, Company (Bobby's Custom Cars), Phone (415) 555-1212, and Email (bobby@test.com). The middle section, titled "CloudAmp Campaign Tracker for Google Adwords and Advertising Tracking", displays a grid of tracking data for both "First" and "Last" visits. The right section contains a message "We found no potential duplicates of this Lead." and three expandable panels: "Visitor Sessions (3+)" showing three sessions with timestamps and URLs, "Licenses (0)", and "Campaign History (0)".

CloudAmp Campaign Tracker for Google Adwords and Advertising Tracking	
First Lead Source Type Referral	Last Lead Source Type Campaign
First UTM Campaign (referral)	Last UTM Campaign CampaignOct23
First UTM Source www.cloudamp.com	Last UTM Source Google
First UTM Medium referral	Last UTM Medium PPC
First UTM Term	Last UTM Term Keyword3
First UTM Content	Last UTM Content Adgroup3
First Paid Search	Last Paid Search
First gclid	Last gclid 9949435394i5322urwiehr
First Search Engine	Last Search Engine Google
First Keyword	Last Keyword Keyword3
First Referrer https://www.cloudamp.com/	Last Referrer
First UTM ID	Last UTM ID Goog_004

Once the Campaign Tracker script is live on your web site, and your forms are submitting tracking data, you'll start to see new data in your leads coming in.

You can see both their first visit to your site, also known as First Touch, and if they came back to your site multiple times, the last visit before they submitted a form as well.

See the Campaigns, keywords, Google and Bing ad click IDs, and other utm campaign parameter tags that you set in your advertising URLs.



CloudAmp Campaign Tracker for Google Adwords and Advertising Tracking

First Lead Source Type ⓘ Referral	Last Lead Source Type ⓘ Campaign
First UTM Campaign ⓘ (referral)	Last UTM Campaign ⓘ CampaignOct23
First UTM Source ⓘ www.cloudamp.com	Last UTM Source ⓘ Google
First UTM Medium ⓘ referral	Last UTM Medium ⓘ PPC
First UTM Term ⓘ	Last UTM Term ⓘ Keyword3
First UTM Content ⓘ	Last UTM Content ⓘ Adgroup3
First Paid Search ⓘ ☐	Last Paid Search ⓘ ☐
First gclid ⓘ	Last gclid ⓘ 9949435394i5322urwiehr
First Search Engine ⓘ	Last Search Engine ⓘ Google
First Keyword ⓘ	Last Keyword ⓘ Keyword3
First Referrer ⓘ https://www.cloudamp.com/	Last Referrer ⓘ
First UTM ID ⓘ	Last UTM ID ⓘ Goog_004

> Data

And if the lead did not click on an ad, you'll get information on the Referring site or Organic information from search engines.

All of this information is right in your Salesforce Leads, and transfers over to the Contact and Opportunity when you convert a lead. So you can see the original source when the deal is closed.



This can be very helpful to you in focusing advertising budget on creating leads that convert to actual sales. And you can get the data you need to cut ads or keywords that produce a lot of inquiries, but no actual revenue.

A screenshot of the Cloudamp Campaign Tracker web application. The interface is divided into several sections. On the left, there's a sidebar for a contact named "Douchethree McMasters" with fields for account name, phone, email, and contact owner. The main area is titled "Cloudamp Campaign Tracker for Google Adwords and Advertising Tracking" and contains two columns of tracking data. The left column lists "First" values for Lead Source Type, UTM Campaign, Source, Medium, Term, Content, Paid Search, gclid, Search Engine, Keyword, Referrer, and UTM ID. The right column lists the corresponding "Last" values for the same metrics. At the bottom, it shows "Created By" and "Last Modified By" as "Standard User" on 10/3/2023 at 5:05 PM. On the right side of the interface, there are three summary cards: "Visitor Sessions (3+)" showing session details for VS-4229, VS-4230, and VS-4231; "Opportunities (1)" showing a prospecting stage for "McMasterson-"; and "Cases (0)".

In addition, the Campaign Tracker's visitor sessions feature shows you what pages on your web site a lead visited, as well as the timing and duration of each visit if they came back multiple times.

This can be useful to your marketing and sales teams, to understand what products or content a lead was interested in, as well as the path they took through your web site.



★ Bob Earl Smith | ... Visitor Se... ▾ ×

Leads > Bob Earl Smith
Visitor Sessions

New Change Owner

20 items • Sorted by Session Number • Updated a few seconds ago

☐	Session Number ↑ ▾	Time ▾	Page Title ▾	Page URL
1	☐ 1	9/14/2023 7:57 AM	Campaign Tracker for Google Adw...	https://www.cloudamp.com/products/google-analytics-campaign-tracker.html
2	☐ 2	9/18/2023 11:52 AM	Contact CloudAmp	https://www.cloudamp.com/contact/thanks.html
3	☐ 3	9/18/2023 3:56 PM	Contact CloudAmp	https://www.cloudamp.com/contact/thanks.html
4	☐ 4	9/19/2023 10:21 AM	Contact CloudAmp	https://www.cloudamp.com/contact/thanks.html
5	☐ 5	9/19/2023 11:13 AM	Contact CloudAmp	https://www.cloudamp.com/contact/thanks.html
6	☐ 6	9/20/2023 11:29 AM	Contact CloudAmp	https://www.cloudamp.com/contact/thanks.html
7	☐ 6	9/20/2023 3:51 PM	Campaign Tracker for Google Adw...	https://www.cloudamp.com/products/google-analytics-campaign-tracker.html
8	☐ 6	9/20/2023 3:53 PM	Contact CloudAmp	https://www.cloudamp.com/contact/thanks.html
9	☐ 6	9/20/2023 3:58 PM	Salesforce; Applications, Analytics...	https://www.cloudamp.com/
10	☐ 6	9/20/2023 3:58 PM	Contact CloudAmp	https://www.cloudamp.com/contact/index.html
11	☐ 6	9/20/2023 3:59 PM	Contact CloudAmp	https://www.cloudamp.com/contact/thanks.html
12	☐ 7	9/20/2023 5:08 PM	Contact CloudAmp	https://www.cloudamp.com/contact/thanks.html
13	☐ 7	9/20/2023 5:30 PM	Contact CloudAmp	https://www.cloudamp.com/contact/index.html
14	☐ 8	10/2/2023 11:29 AM	Contact CloudAmp	https://www.cloudamp.com/contact/thanks.html
15	☐ 8	10/10/2023 1:57 PM	Campaign Tracker for Google Adw...	https://www.cloudamp.com/products/google-analytics-campaign-tracker.html
16	☐ 9	10/10/2023 2:59 PM	Salesforce; Applications, Analytics...	https://www.cloudamp.com/?utm_campaign=CampaignOct23&utm_medium=PPC&utm_source=Google

So why choose the Campaign Tracker?

There are other lead source tracking apps out there, but none of them have the exclusive focus on Salesforce that CloudAmp does.

This means the Campaign Tracker passed Salesforce's rigorous security review process, and is periodically re-checked for your peace of mind.

Your data is also kept private, as CloudAmp does not have any servers of our own -- the app only lives in Salesforce. So your lead data goes directly from your web site to your Salesforce org. It is not stored anywhere else.

Finally, CloudAmp is 100% focused on Salesforce, and has been exclusively since 2012. We are Salesforce experts, and are here to make sure you are successful with Salesforce marketing attribution.



We do one thing, we do it well, and we will provide as much assistance as needed to make sure you get the data required to be successful.



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CONTACT

MY ACCOUNT

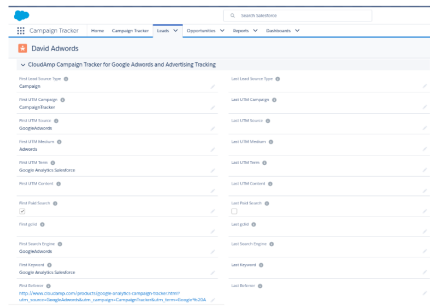
Campaign Tracker for Google Adwords & Analytics

Know the source of every lead in Salesforce:
Adwords, Campaigns, Organic, Referral, Direct & more

Know exactly which campaigns and sources are producing your Salesforce® leads

CloudAmp's Campaign Tracker for Google Adwords and Analytics is an easy-to-use tool that passes tracking data from Google Adwords, Google Analytics Campaign tags, Organic search, Referrals or Direct traffic into your Leads in Salesforce.

- Track Google Adwords into Salesforce (good replacement for Salesforce for Google Adwords)
- Improve your advertising ROI with lead tracking
- Track any tagged URL, Organic Search, Referral or Direct visitor
- See what pages on your website a lead visited and when
- Both First and Last Touch Source Tracking



Now with CloudAmp's Campaign Tracker for Google Adwords and Analytics, whenever a visitor arrives on your web site and submits a form, you can know exactly how they found you, and follow the source and keywords all the way through to conversion, close and revenue.

So if you want to have more data about your Leads in Salesforce, including full source, campaign information and page view data to improve your marketing, email us at info@cloudamp.com, or sign up for our no obligation 30 day trial by clicking the “[Get it Now](#)” button on the Salesforce AppExchange.